

**Student Name:** Blake Kimberley  
**Project No. and Title:** 1 – Event Production  
**Units Covered:** Unit 9. Developing music performance and production

**Overall Grade:** **SATISFACTORY**  
**Assessor:** Nicolas Sykes  
**Date:** 17/11/22

**Exemplification for UAL Awarding Body Grade Criteria – Level 3X**

This guide is to be used in conjunction with the assessment and grading criteria for UAL Awarding Body qualifications at Level 3X.

	<b>Referral</b> Work submitted fails to meet one or more of the assessment criteria and is of a poor standard	<b>Satisfactory</b> Work submitted meets all of the assessment criteria and is of a satisfactory standard	<b>Good</b> Work submitted meets all assessment criteria and is of a high standard	<b>Excellent</b> Work submitted meets all assessment criteria and is of a very high standard
<b>Context</b>	Limited understanding of subject context, lacking clarity in aims and purpose.	Understanding of subject context used appropriately to make judgments, describe aims and clarify purpose.	Good understanding and knowledge of subject context used to make sound judgments, articulate ambitions and clarify purpose.	Comprehensive understanding and knowledge of subject context used to communicate complex concepts, articulate ambitions and clarify purpose.
<b>Research</b>	Little or no evidence presented or information does not relate sufficiently to task.	Sufficient relevant information has been gathered, documented and used in the development of ideas.	Thorough and sustained research and investigation of relevant sources, interpretation and synthesis of information used to inform, support and develop ideas.	Independently identified, thorough and sustained research and investigation of a range of relevant sources, insightful interpretation and synthesis of information used to inform, support and develop ideas.
<b>Problem solving</b>	Insufficient exploration of alternative ideas and processes. Problems unresolved.	Sufficient exploration of alternative ideas using established approaches to resolve practical and theoretical problems.	Decisive demonstration of initiative in effectively solving problems, adapting to unforeseen practical and theoretical challenges to achieve identified goals.	Decisive demonstration of initiative in effectively solving problems, autonomously implementing creative solutions and adapting to unforeseen practical and theoretical challenges to achieve identified goals.

<b>Planning and production</b>	Ineffective planning and little or no evaluation against aims. Task or tasks are incomplete.	Evidence of effective planning and evaluation against aims that have contributed to a satisfactory completion of the task or tasks.	Coherent and reasoned planning, subject engagement and commitment. Realistic evaluation against aims and efficient production against timescales.	Detailed and coherent self-directed planning and negotiation, subject engagement and commitment. Continuous evaluation against aims and efficient production against timescales.
<b>Practical skills</b>	Limited range of processes demonstrated, judgement and execution of techniques is poor.	Adequate range of processes, skills and knowledge demonstrated. Competent execution and application of techniques used to develop ideas.	Consistent and appropriate processes, skills and knowledge applied to extend enquiry and develop creative solutions.	In depth understanding and aesthetic awareness, imaginative and flexible processes, skills and knowledge applied in extensive enquiry to develop creative solutions.
<b>Evaluation and reflection</b>	Insufficient evidence of ongoing evaluation, lack of or only basic analysis and little or no justification for ideas.	Clearly communicated evidence of valid evaluation and realistic analysis independently used to inform and develop ideas.	Effective communication of analysis and interpretation, independent synthesis of information and application of reasoned decision making to inform development of ideas.	Accomplished and professional communication of perceptive analysis and interpretation, demonstrating clarity and sophistication in thinking and maturity in decision making to progress ideas.
<b>Presentation</b>	Ineffective communication and presentation of ideas. Lack of clarity in structure, selection and organisation.	Competent communication and sufficient clarity and consistency in presentation of ideas appropriate to the intended audience.	Confident selection, organisation and communication of ideas. Consistent approach to presentation demonstrating a good understanding of conventions and standards.	Confident selection, organisation and communication of ideas. Demonstrating autonomy, personal style and an ambitious use of available resources to communicate ideas effectively to an intended audience.

**Comments:**

Well done Blake, you have completed this project to a satisfactory standard. The work submitted meets all the assessment criteria and is of a satisfactory standard. You have shown you are a very capable drummer in this project.

Context - You could have provided an introduction that clarifies your aims and purpose with some examples from the music industry. You show understanding of context throughout the performance you researched, promoted and executed. You looked at examples of gig posters and a festival.

Research – This was sufficient but lacking a detailed and expansive exploration into the subject matter ensuring a broad range of resources have been implemented. You must look to implement research from a wider range of sources and reference carefully in order to reach a higher grade. This is an area of weakness and you should work on developing this to demonstrate your ability to fully research and apply this research to each task. It is critical to develop this to become a more extensive researcher to meet the higher criteria.

Problem Solving – You should try to develop this within your evaluation to demonstrate further understanding and evaluation of your problem-solving skills, it is not about just solving problems but developing your methods and understanding of solving them.

Planning and Production – Your planning and production skills were somewhat limited. You did take part in meetings but didn't contribute much. You provided an effective logo design for the event. You should include the resources you require to complete each task and revisit your production plan to check whether you are on track progressively throughout the project.

Practical Skills – You didn't really develop your skills as a live sound engineer or lighting engineer through this project. However, you demonstrated a professional approach to the performance at a level expected in a professional performance. You were committed to rehearsals and the final performance was excellent. I know you do not enjoy performance, but you should practice more independently to learn new techniques and also learn song structures quicker.

Evaluation and Reflection – Evaluative and analysis is rather brief and descriptive. Audio evaluation may be something to consider for future projects. Make sure you evaluate and reflect in response to each task rather than simply at the end. You did not really evaluate your rehearsals in order to show development.

Presentation - You have structured and presented your work effectively, but you could think about the presentation in the wider context of the industry in future. You also need to improve your spelling and grammar. This can be done by proofreading more thoroughly.

Well done Blake, you worked well as a team member to create a very successful performance to a sold out audience! You need to make sure you are more thorough in your evaluations in future, as well as documenting research, planning and problem solving. Concentrate on the areas of the matrix you need to improve to achieve a good grade.